

NOW IS THE TIME FOR PURPOSE



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RECOMMENDATIONS

Businesses

1. Define, communicate and measure their business purpose
2. Develop and deliver their purpose through their people strategies
3. Increase investment in purposeful businesses by establishing a world-leading ESG investment hub
4. Form purpose-driven private, public or third sector partnerships to share learnings, influence change and increase impacts
5. Work with Government and stakeholders to inform and mobilise customer and societal expectations of business purpose

Tertiary education and training organisations

6. Make business purpose a mandatory learning outcome in business education and training



RECOMMENDATIONS

UK Government

- 7. Amend company law and reporting to require businesses to state and report on their business purpose
- 8. Encourage and make it easier for new and existing businesses to adopt purpose-driven business structures
- 9. Produce a Tax Framework for Purposeful Business which incentivises purposeful business models and practices
- 10. Mainstream and scale-up public and private sector business support for business purpose

Scottish Government

- 11. Make business purpose a golden thread in the National Strategy for Economic Transformation Delivery Plan

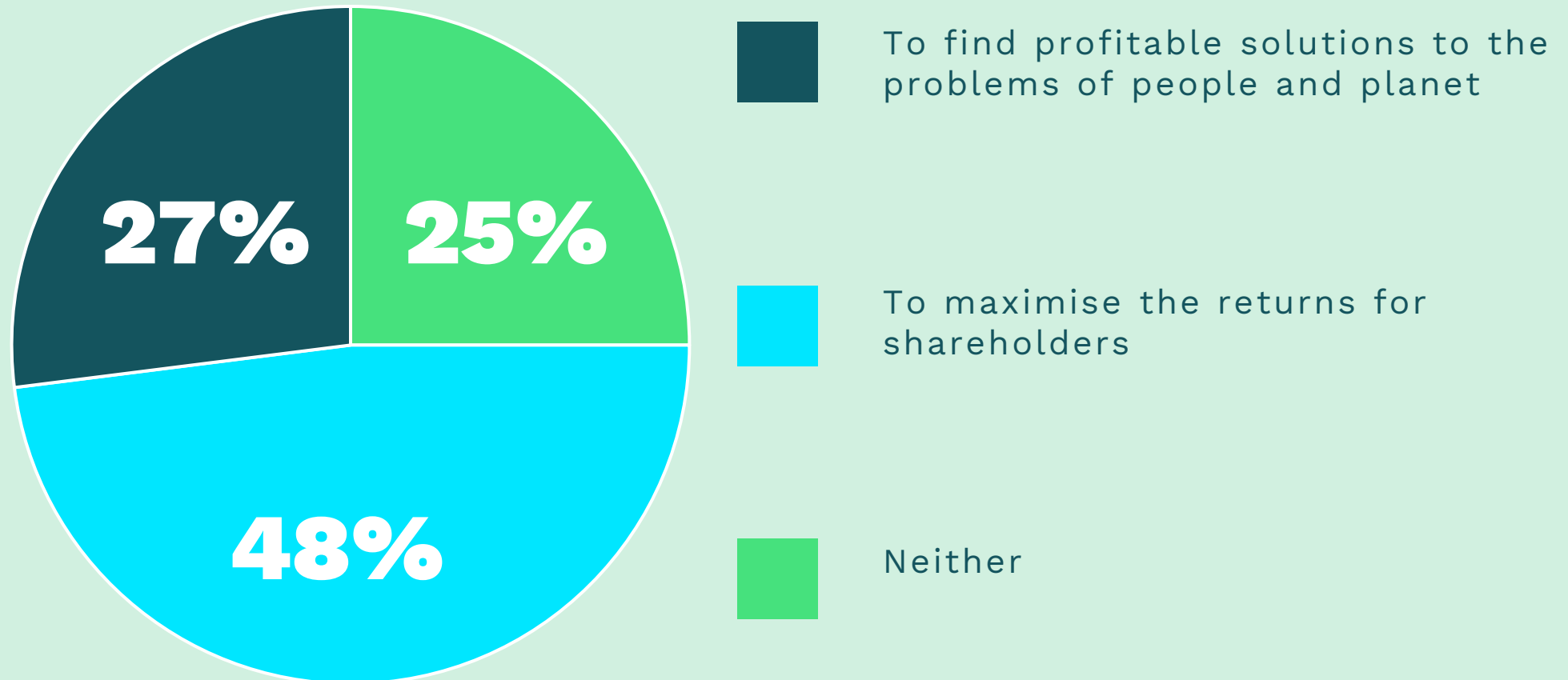
UK Government

- 12. Develop place-based networks to engage businesses in tackling local economic, social and environmental missions



PUBLIC OPINION

ROLE BUSINESSES CURRENTLY HAVE IN SOCIETY

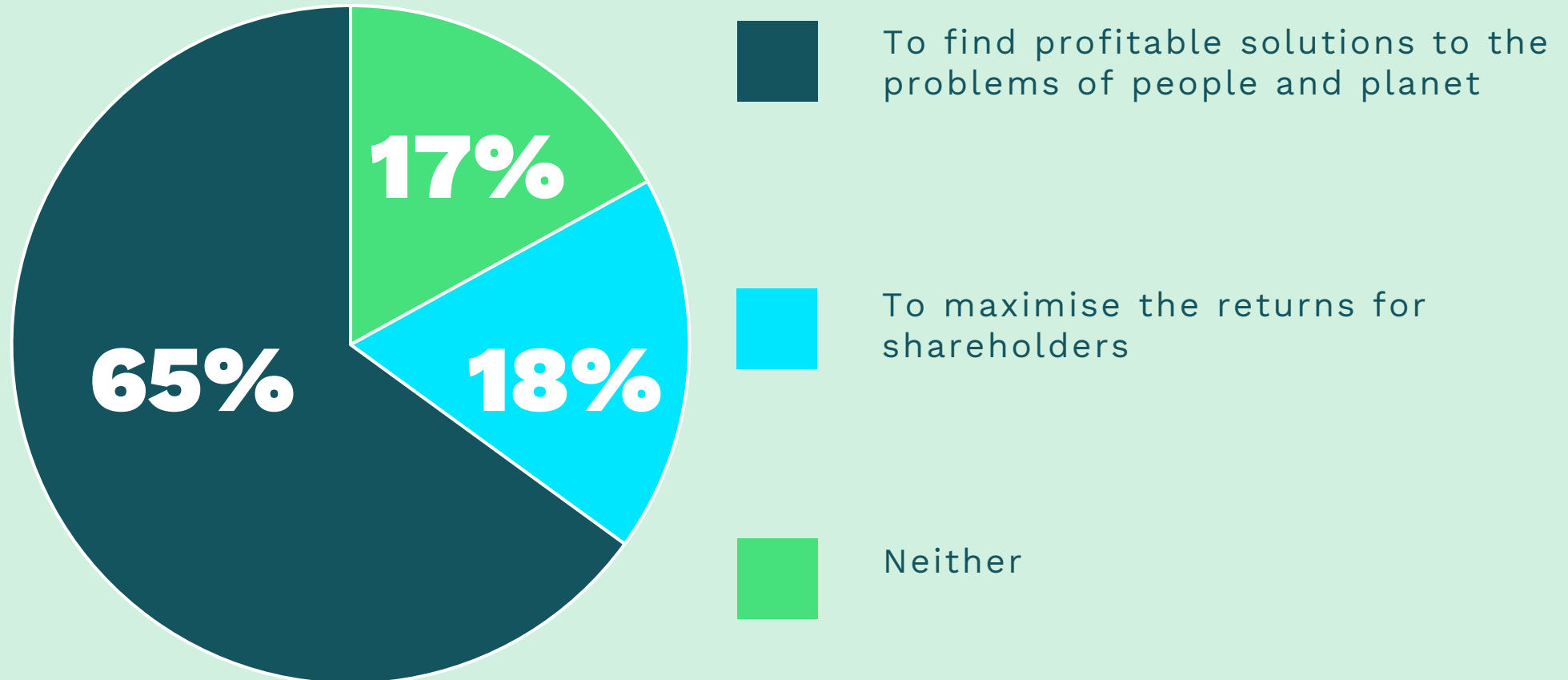


Data collected by YouGov, 24th-28th February 2022, from a group of 1002 adults



PUBLIC OPINION

ROLE BUSINESSES SHOULD HAVE IN SOCIETY

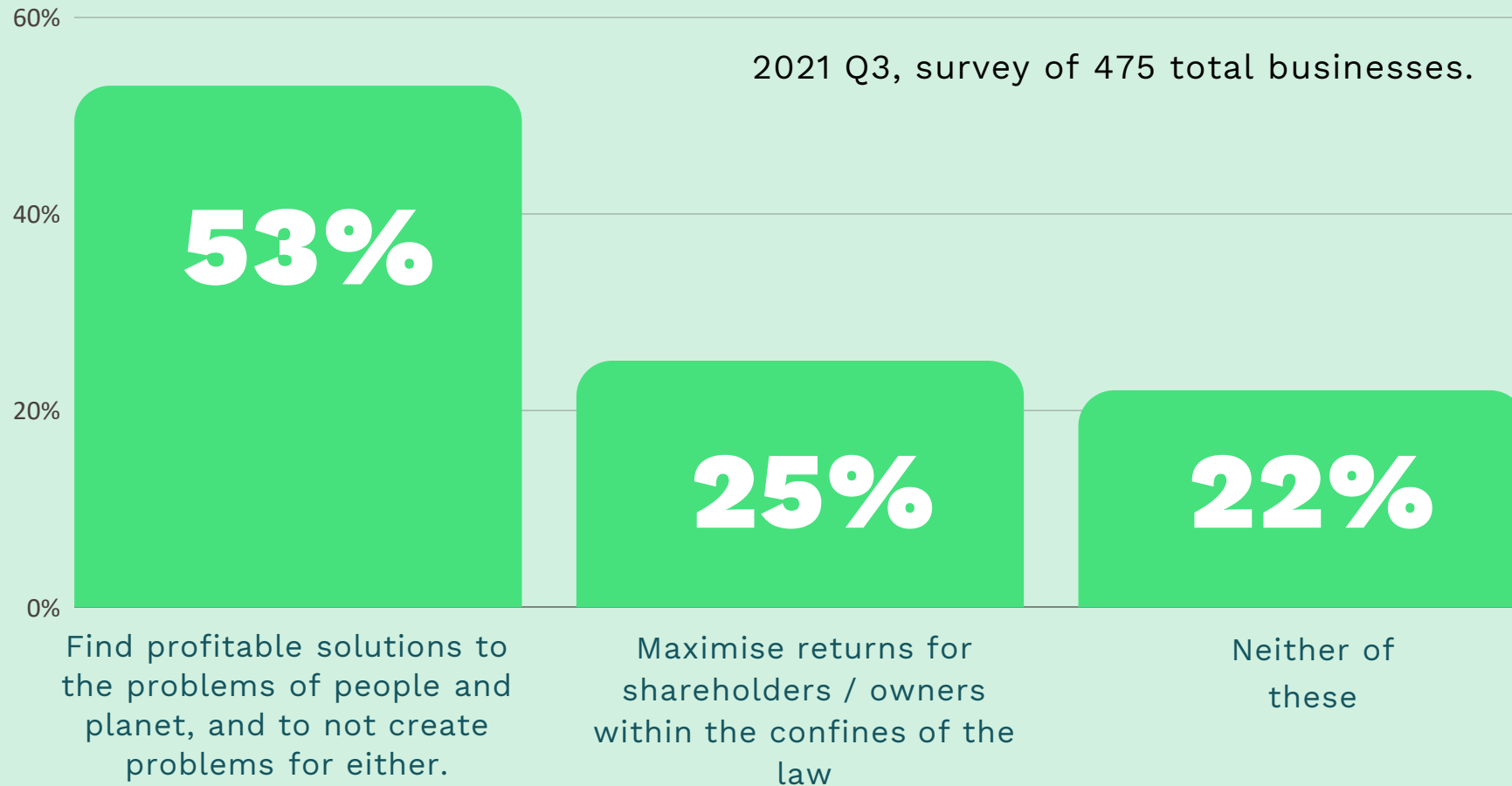


Data collected by YouGov, 24th-28th February 2022, from a group of 1002 adults



BUSINESS OPINION

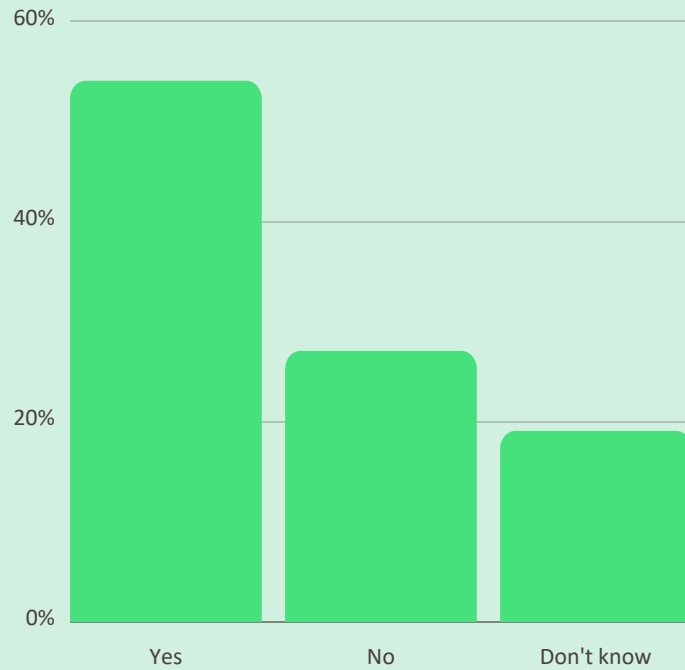
ROLE OF BUSINESSES IN SOCIETY



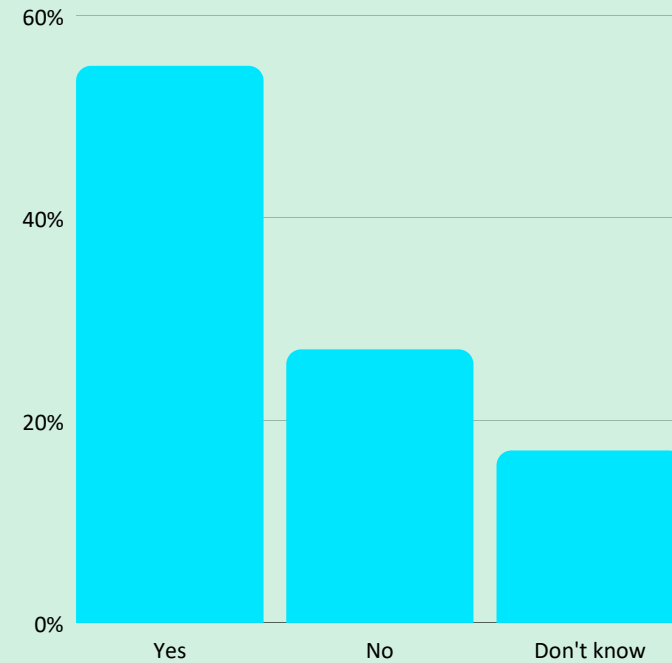


PUBLIC OPINION

Choose to buy from or support a business



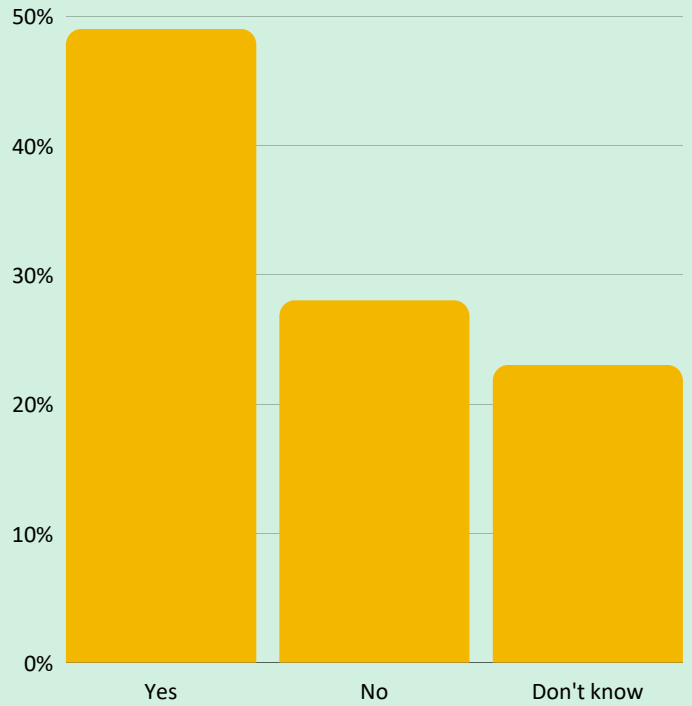
Choose to stop buying from or stop supporting a business



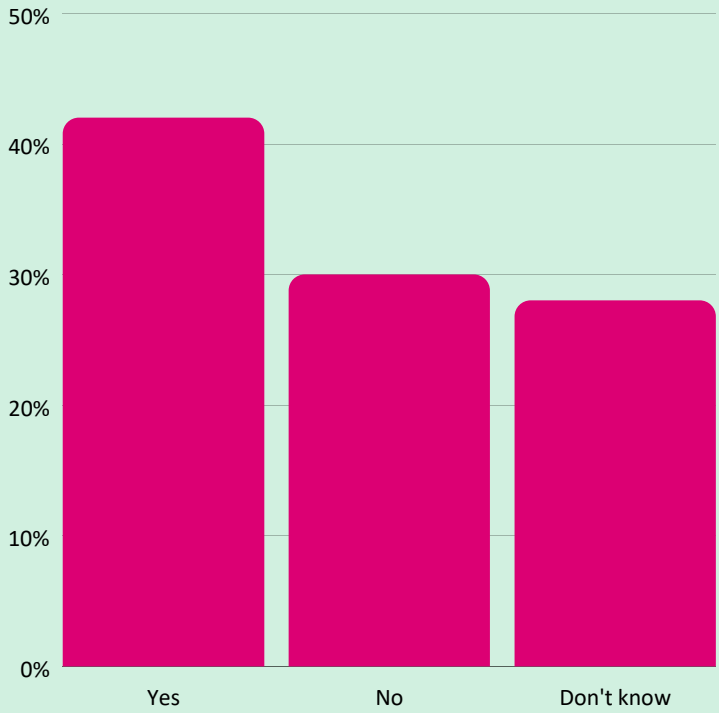


PUBLIC OPINION

Choose to work for a business



Choose to invest in a business

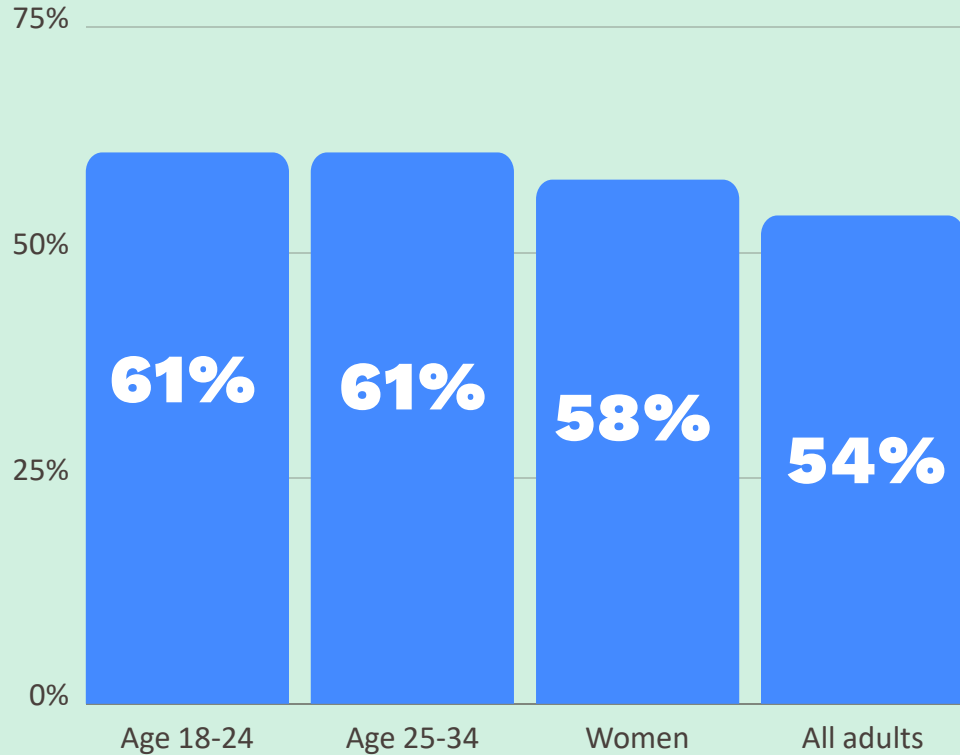




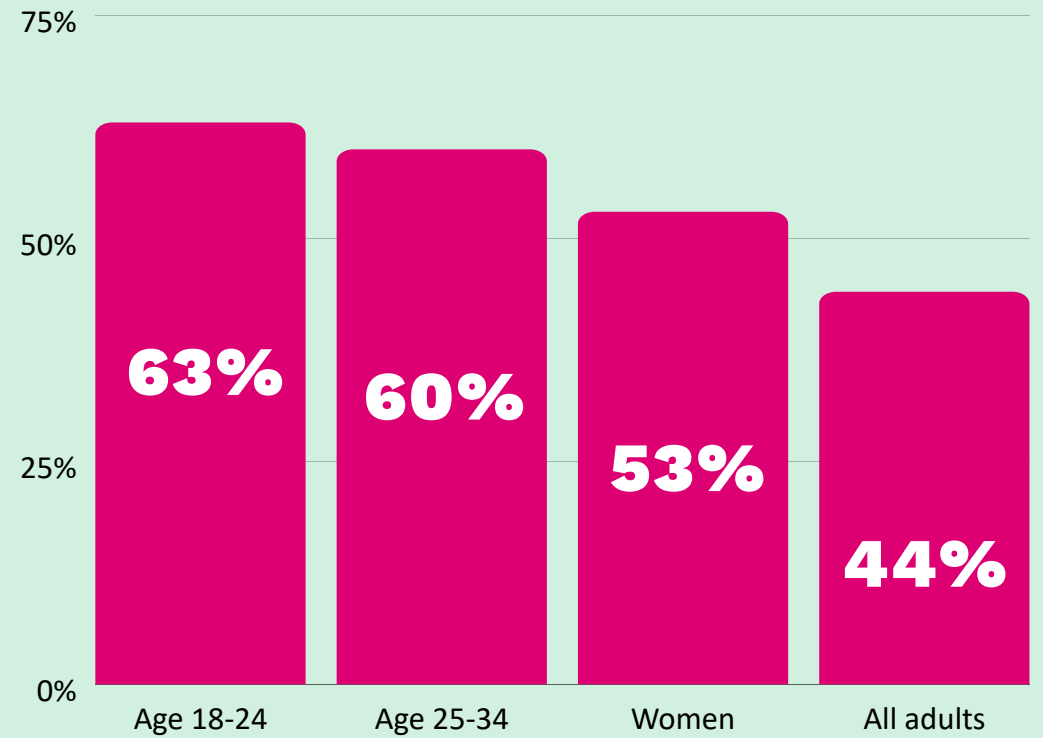
PUBLIC OPINION

YOUNGER PEOPLE & WOMEN

Choose to buy from or support a business



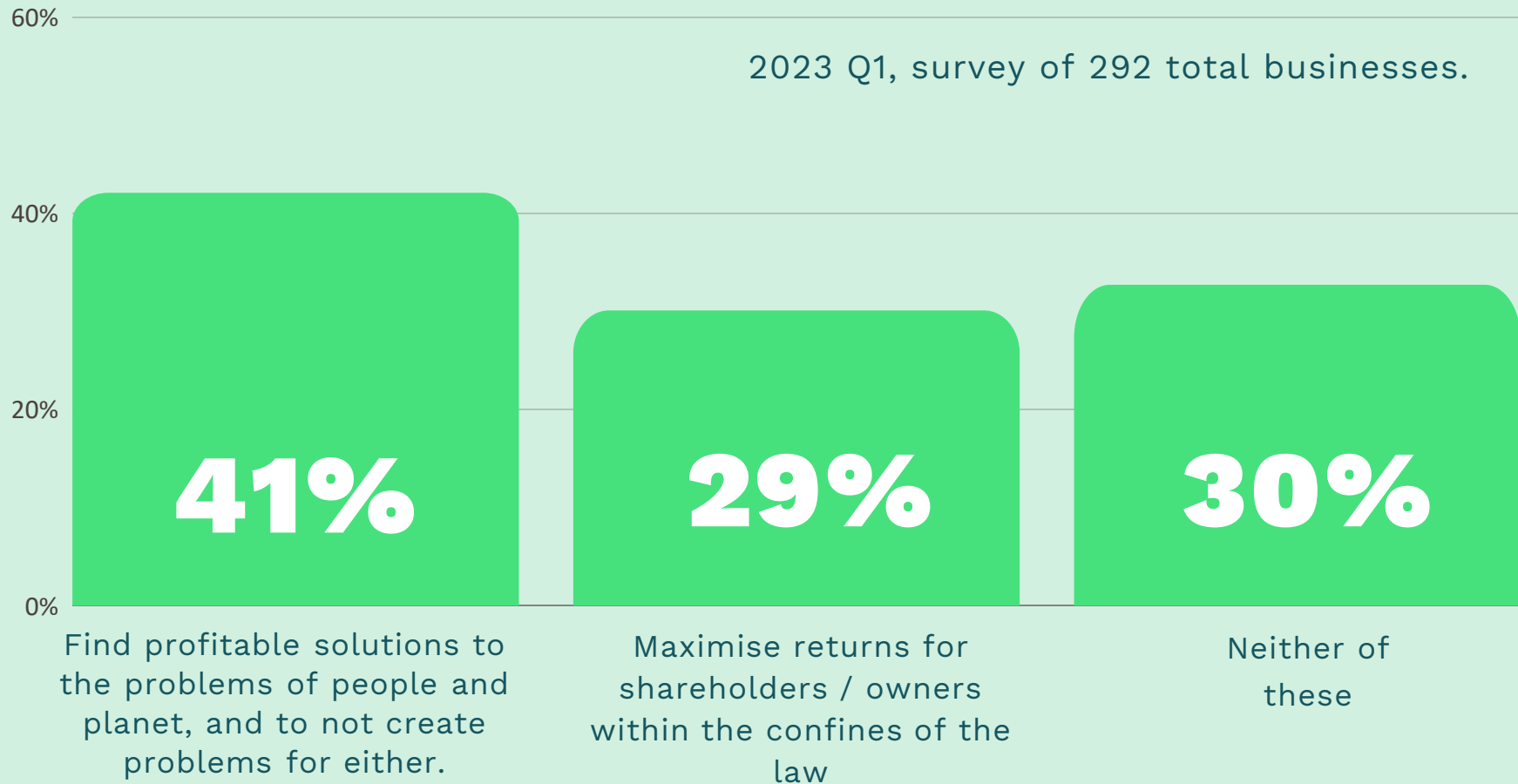
Choose to work for a business





BUSINESS OPINION

ROLE OF BUSINESSES IN SOCIETY

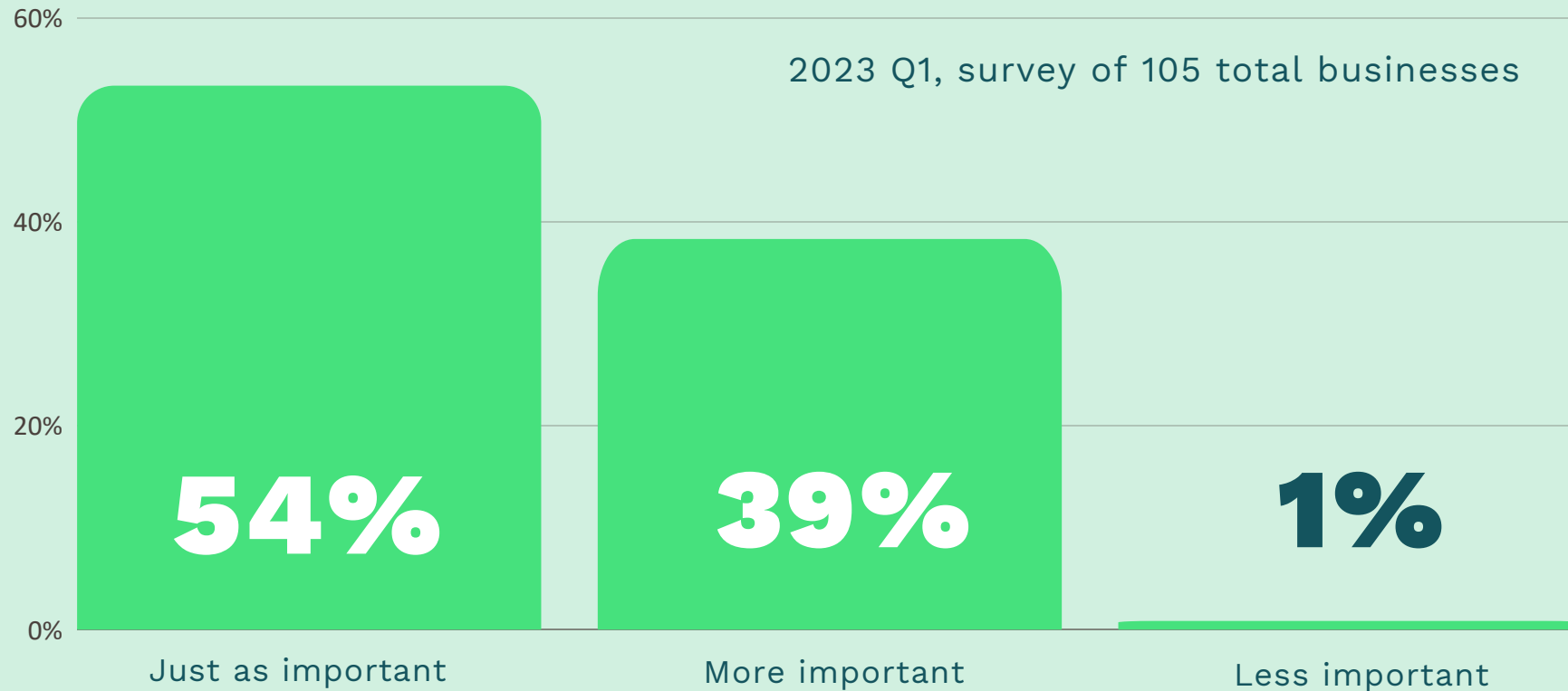


Source: Fraser of Allander Institute Scottish Business Monitor.



BUSINESS OPINION

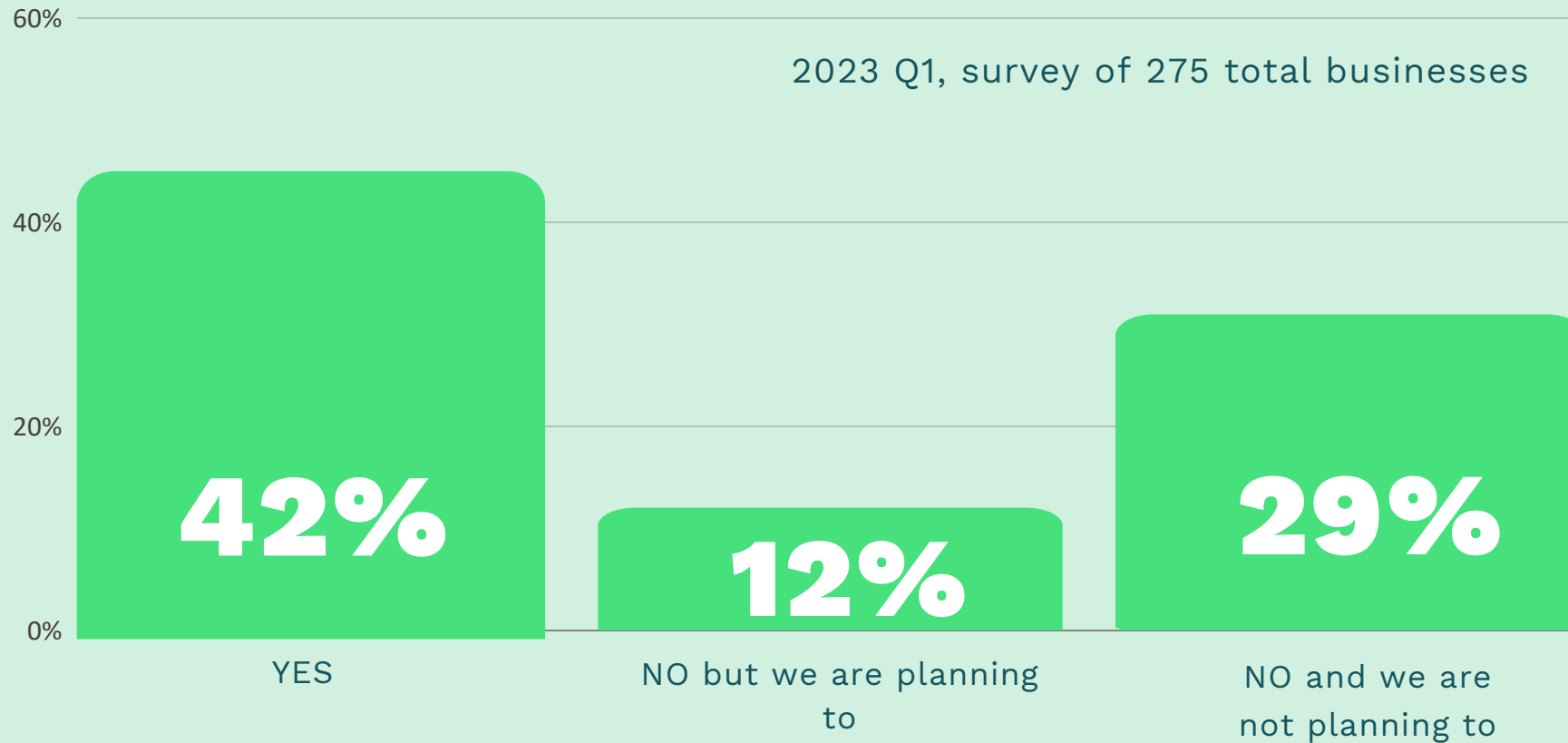
PURPOSE OF BUSINESSES IN THE ECONOMIC CLIMATE





BUSINESS OPINION

DEFINING, MEASURING & COMMUNICATING PURPOSE



ECONOMIC *for Scotland* GROWTH



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